

United Soft Drinks in top form thanks to CRMobility

Automation for optimal efficiency

In 2005, United Soft Drinks decided that the time was right to automate its sales service in order to achieve optimal efficiency.

At that time, its sales reps were still drawing up their visit reports on paper. They were sent in to the office by post, where the back office would process the information centrally. In total, it took two to three days to input and synchronise the data. As well as representing a huge expenditure of time and effort, this procedure also involved a high risk of error.

Information about customers - vitally important for sales reps - was also passed on to them on paper. Specifically, that meant five dossiers full of crucial information, including a file of 18 000 addresses.

The company conducted a lengthy analysis of the various possibilities, and was finally swayed by functional considerations: "Our decision was primarily driven by the intrinsic need to improve the sales service's effectiveness. The price of the solution was thus only of secondary importance," says Foppe Wolters, National Account Manager at United Soft Drinks.

The company did not opt for portable computers, because of the risk of theft and the image that is

inevitably associated with them: "Our reps mainly visit sports clubs, where a portable computer is likely to create a certain distance that we definitely want to avoid," explains Foppe Wolters. What's more, a portable computer would have been too bulky in certain situations, and they can be rather cumbersome and slow and inefficient to start up.

The company also considered the possibility of the sales reps using a PC at home, on which they would be able to process their data after their visits, and then send it off. But this idea was rejected because of the reduplicated work and overtime it would involve, as well as the decrease in the time sales reps would end up spending on customer visits. Finally, this approach would not have improved access to basic information about customers.

"In view of all these practical factors, we rapidly steered our choice towards a PDA with mobile solutions, meaning that our reps could process the data efficiently during their visits, then send it off," recounts Foppe Wolters.

Not a moment's hesitation...

"We didn't hesitate for a moment - we immediately chose Euremis to create, implement and install the mobile solution," explains Foppe Wolters. "Our Turnhout branch was already working with CRMobility, and their satisfaction convinced us straightaway. It seemed pointless analysing competitors' quotations."

A number of benefits of CRMobility persuaded United Soft Drinks to choose this solution: it gives reps access, at any time and on a single screen, to an extensive database containing the most recent and important data. This enables the reps to respond to the needs of their commercial contacts in a focused, effective manner. They immediately know what assortments are in stock, what appointments have already been made with the customer, what

the customer needs and so on. It's an excellent way of satisfying customers with effective follow-up. The sales reps can also check their schedules whenever they like with CRMobility. "A proper schedule and a reliable customer history are key factors for profitable customer visits," says Foppe Wolters. What's more, the sales reps travel quickly from one customer to another thanks to integrated GPS, saving them a great deal of time.

Finally, the data on the PDA can easily be transferred to other media. "Given that all the information they need is now available instantly, sales reps can take on visits for a colleague who's ill or away without the slightest problem," reports Foppe Wolters. "The data can quickly be transferred, even when an employee is standing in for someone else."



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Personalised implementation

After a four-month trial period which proceeded almost without a hitch, during which two sales reps tested out the new solution in every possible situation, the 18 employees in the sales service switched to CRMoblie on 1 September 2005. A brief training course was all they needed in order to master the Euremis system, which is very easy to use. "CRMoblie was accepted very quickly by our sales reps - in fact, only a short time after the implementation they were telling us that they couldn't manage without it," recalls Foppe Wolters. The reps' enthusiasm has since been confirmed by the customers' satisfaction, with the number of visits rising by 15 to 20%.

"What we also particularly like about Euremis is their openness to new ideas and their

readiness to take account of companies' individual needs in their system," adds Foppe Wolters.

United Soft Drinks was using its own data processing system, which was adapted to the company's specific needs. Euremis imported this into the tailor-made solution without any difficulty. The results can thus be displayed per week, per month, by frequency of visit, per customer category (athletics, swimming, etc.) or per season. These two last criteria are vital for a producer of sports drinks, given that the frequency of customer visits has to be planned optimally in order to take account of the sporting seasons.

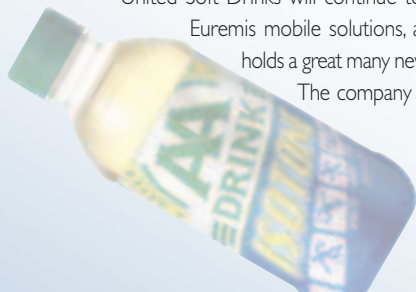


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What the future holds

United Soft Drinks will continue to benefit from Euremis mobile solutions, and the future holds a great many new perspectives. The company will soon start

using CRMoblie for order taking and processing. "Euremis is giving us solid help in the attainment of our objective of becoming a paper-free company," concludes a delighted Foppe Wolters.



About Euremis :

Euremis is the reference in mobile Sales Force Automation solutions (CRM-SFA) on PDA and Tablet PC. Its mission is to provide its customers with a simple, effective, high-performance solution that is adapted to conditions on the ground. The success of Euremis' mobile solutions is based not just on professional expertise which ensures a perfect match between customer needs and the mobile application, but also on the user-friendliness, flexibility and reliability of the solution.

The Euremis approach is intended to ensure:

- improved productivity of field personnel
- higher-quality, more relevant data coming from the field
- higher visibility of the impact of sales campaigns conducted in the field (promotions, trade marketing, reporting, etc.)

CRMoblie thus guarantees a rapid return on investment (ROI) and a high user adoption rate.

About United Soft Drinks...

United Soft Drinks N.V. is a completely independent Dutch family business active in Benelux. It produces the brands BarLeDuc (mineral water), London (tonic and bitter lemon), Raak (fruit syrup) and AA Drink (sports drink). The company also makes supermarket own-brand soft drinks for several chains.

As well as its headquarters and two factories in the Netherlands, it also has a sales office in the Belgian city of Turnhout.

18 sales representatives are constantly travelling to tell customers about United Soft Drinks products. 14 of these focus on the sale and promotion of the most popular product, AA Drink, at sports centres and sports clubs. The other four focus on commercial support for BarLeDuc, London and Raak at retailers and supermarkets.

www.usd.nl

www.aa-drink.com

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